



The Catholic Appeal in Your Parish

2019 Training Session

January - February

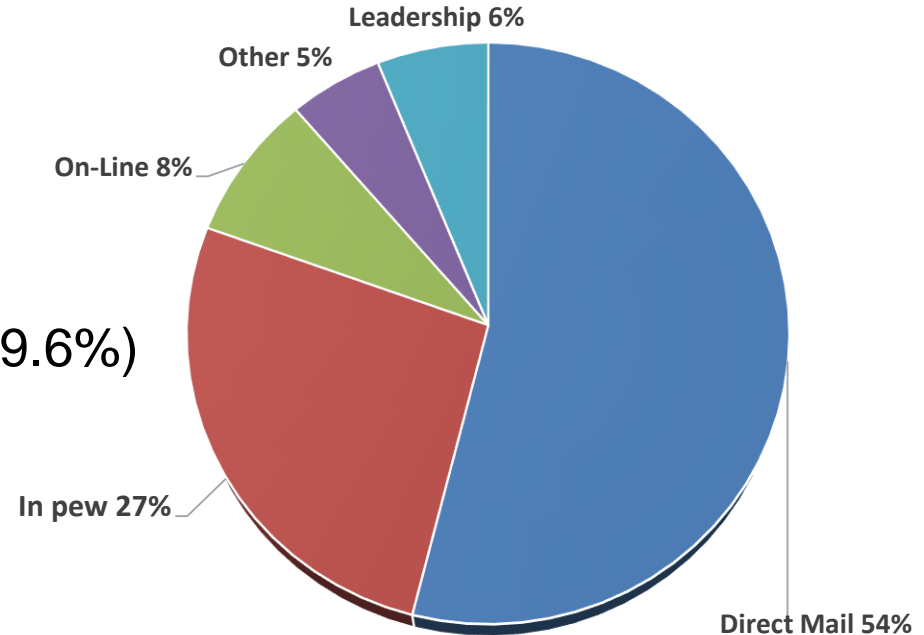
Agenda

- 2018 Catholic Appeal Snapshot
- 2019 Catholic Appeal: *This is our Church*
- Launching a Successful Campaign
 - Timeline and Overview
 - Witness Talk
 - In-Pew Presentation
 - Post Launch
- Goals, Qualifications and Resources
- Reporting and Website
- Gift Processing
- Questions and Answers

2018 Catholic Appeal Snapshot

Giving

- Total Donations: \$15M
- # Donors: 48,751
- 6,893 1st Time Donors (14%)
- 9,555 10 year consecutive givers (19.6%)
- In pew giving up from 20% in 2017



Parish Totals

- 224 Parishes earning a rebate (2017: 206)
- \$1.87M in rebates paid to parishes
- 262 Parishes with Appeal Coordinator (2017: 161)
- 212 Parishes exceeded assessment by 6/30 (based on pledges)

2019 Appeal Goals

- 2019 Catholic Appeal Goal: \$16.8M
 - Parish: \$12.5M (8% parish tithe: \$9.13M)
 - Major gifts: \$4.3M
- Three components:
 - Parish Campaign: February – March
 - Extensive Direct Mail Campaign: February – June
 - Major Donors of \$10K+ : Ongoing

2019 Appeal Timeline

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

Advance Phase

Parish Launch

Closeout

- Mailing and email to prior donors
- Bulletin Announcements
- Parish materials sent: Posters, goals, gift processing materials
- Announcement Weekend February 23 and 24
- Commitment Weekend March 2 and 3
- Mailing to lapsed and prior donors
- Bulletin Announcements / Updating Parishioner
- Website reporting
- Mid-Appeal Campaign
- Rebate Distributions (October, February)

All materials can be found on at www.bostoncatholicappeal.org/parishresources



Your Witness Talk

*Announcement Weekend
February 23 and 24*

Intentional Giving at Mass In-Pew Presentation Commitment Weekend – March 2 And 3

Please check one: Mr. and Mrs. Mr. Mrs. Ms. Miss Dr. _____

First Name _____ Last Name _____

Spouse First Name _____ Spouse Last Name (if different) _____

Home Address _____ Apt/Unit # _____

City _____ State _____ Zip Code _____

Phone _____ Email Address _____

Home Parish _____ Parish City _____

I have already given to the Catholic Appeal this year. I do not wish to make a gift at this time.

Payment Method: Visa MC Discover Amex Check (Payable to: The Catholic Appeal)

Card No. _____ Exp. Date _____ Signature _____

Credit Card Payment Options: One-time gift 10 monthly installments – Please note, \$10.00 is the minimum monthly amount for credit card installment payments.

Yes! I want to support the Catholic Appeal.

Total Gift \$ _____

Amount Enclosed \$ _____

Balance Due \$ _____

You will be billed for any balance due unless paying by credit card.

Thank You!

IP

Post Appeal Launch

- Thank you
- Thank-a-thon: June 4-5 Calls to New Donors
- Appreciation Mass and Reception:
 - Sunday, October 20th Location TBD
- On Going Engagement:
 - Summer Blessing from Cardinal Sean
 - All Souls invitation
- Tax receipt letter: Mailed in January 2020

Quick Definitions

- Appeal Goal:
 - Amount the parish is capable of raising. Calculated using three year average of Catholic Appeal total gifts and pledges.
- Assessment:
 - Amount the parish needs to raise in support of the Appeal. 8% of a parish income; offertory and grand annual.
- In Pew Goal:
 - In pew count is equal to the total number of in-pews completed both with and without a gift/pledge.

2018 Mass count	# Of families (2018 Mass count ÷ 3)	In-pew response goal (# Of families x 30%)
300	100	30

Parish Qualification

- To qualify for an abatement or rebate
 - Conduct in-pew Campaign
 - Meet in-pew goal
 - Have an Appeal Coordinator
- Rebates based on a “pooled” structure to those parishes that qualify
- Rebate installments paid in October 2019 and February 2020
- Parishes that do not meet assessment will be billed for shortfall.
- Parishes that do not meet assessment can apply for an abatement.
- Abatement Forms:
 - Available November 2019
 - Submit by January 1, 2020

Resources and Website

Catholic Appeal website provides all the materials to launch a successful campaign.

www.bostoncatholicappeal.org

- All print materials are available
- Bulletin announcements and inserts in 4 translations
- Parish results updated weekly
 - Summary reporting is available with no password
 - Detailed Parish reporting is password protected

Gift Processing

Helpful tips for gift processing:

- Do not open envelopes
- Send all in-pews. We count them all!!
- Notify counters of the process
- 4 FEDEX and 5 other envelopes:
 - Only use FEDEX labels sent this year.
- Be sure to include your parish number
- Gifts processed in Batches by gift type.

Parishes may experience 3-4 week delay processing gifts at launch.

We appreciate your patience.